

# PARLIAMENT LIGHTS 1996 SCHEMATIC MEDIA PLAN REVISION #2

October 13, 1995  
Young & Rubicam

2072201782

# AGENDA

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- 1996 Revised Strategies
  - Spectacular Units
- 1996 Revised Alternative Plan Scenarios
  - Scenario I: \$15.8MM
  - Scenario II: \$17.8MM
- 1996 Hartford/New Haven OOH Contingency Plan
- Appendix:
  - Monthly Print Delivery vs. YAG
  - Monthly OOH Delivery vs. YAG

# REVISED MEDIA STRATEGIES

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- Based on the recent 10/11 meeting, the 1996 Schematic Media Plans have been revised based on the following direction:
  - Spectacular OOH Units:
    - Spectacular OOH Contingency Fund has been scaled back to reflect reduced level:
      - Die Cuts: Fewer Units (20 vs. 40)
      - Stacked 30 Sheets: 5-8 Total Units/Primarily New York
      - Walls: Estimated 1-2 per market/5-7 Total
      - Rearlit Bulletins: 1-2 per market/4-5 Total
    - Given this reduced level, the OOH Contingency Fund has been reduced by \$250.0M (from \$700.0M to \$450.0M)
    - This savings will be reinvested behind the Green OOH Launch in New York and Philadelphia

# REVISED MEDIA STRATEGIES

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- Spectacular Print Units:
  - The 2 Page Gatefold Unit was deemed to be too expensive, therefore, it has been eliminated from the plan for the time being
  - However, we will continue to investigate Selective Binding for the Gatefold Unit as an option for making it more affordable
  - The print savings (\$925.0M) from eliminating the Gatefold will be reinvested into the print plan to strengthen the presence during the Green Launch and December (previously light)
- Scheduling:
  - Green Teaser OOH activity has been rescheduled to begin April 1 (vs. 4/15)
  - Green Launch OOH activity has been rescheduled to begin May 1 (vs. 5/15)
  - Green Teaser Print in weeklies has been rescheduled to run April 1-15 (based on On-Sale dates)

# SCENARIO I

2072201786

Parliament Lights  
1996 OOH Media Plan-Tier I  
Option I

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Cost (\$000)
	1 8 15 22 29	5 12 19 26	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23	
<b>New York</b>	<b>Tier I Markets</b>												
- Permanent Bulletins	20 showing			20 showing			20 showing						1,729.2
- Rotary Bulletins				8 Showing									175.0
- All Other	50 Showing			32 Showing			55 Showing			35 Showing			1,120.5
- C-Stores				18 Showing						15 Showing			80.0
<b>Total</b>													3,104.7
<b>Boston</b>													
- Permanent Bulletins	12 showing			12 showing			12 showing						654.0
- All Other	52 Showing			32 Showing			5 showing			5 Showing			160.2
- C-Stores				15 Showing									80.0
- Corporate Pool							60 showing						369.0
<b>Total</b>													1,258.1
<b>Philadelphia</b>													
- Permanent Bulletins	20 Showing						20 showing						465.0
- Rotary Bulletins							5 Showing						75.0
- All Other	46 Showing			30 Showing						33 Showing			402.6
<b>Total</b>				17 Showing						13 Showing			942.6
<b>Providence</b>	<b>Tier II Markets</b>												
- Permanent Bulletins	20 showing			20 showing			20 showing						162.0
- All Other	25 showing			14 showing			50 showing			22 showing			104.0
<b>Total</b>				11 showing						3 showing			266.0
<b>Miami</b>	<b>Tier III Markets</b>												
- Permanent Bulletins	20 Showing												96.0
- All Other	25 Showing												85.5
<b>Total</b>													181.5
<b>Tier III Market Total</b>													181.5
<b>Tier I and III Market</b>													5,752.9

☐ Blue  
☐ Menthol  
 ALL OTHER=  
 -Metrolights  
 -Taxi Tops  
 -Bus Shelters  
 -30 Sheets

TOTAL: 5,752.9  
 IMPACT CONTINGENCY FUND: 420.0  
 6,202.9

Parliament Lights  
1996 Print Media Plan  
Option I

10-12-95

Publication	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	# Ins.	Total Cost \$(000)
<i>Women's Fashion</i>														
Alure													7	\$167.3
Cosmopolitan													11	\$320.0
Mademoiselle													11	\$354.1
Vanity Fair													11	\$389.6
Vogue													11	\$374.0
New Woman													9	\$78.1
Glamour													10	\$490.4
<i>Men's Gen. Int.</i>														
Details													11	\$202.5
GQ													9	\$218.4
Penthouse													9	\$125.5
Playboy													9	\$176.3
Our													7	\$31.0
<i>Sports</i>														
Sports Illustrated													13	\$572.0
<i>Music</i>														
Rolling Stone													15	\$329.8
Spin													9	\$49.0
Dual														
Swing													11	\$39.0
Detour													8	\$61.9
Ent. Weekly													12	\$188.5
Premiere													9	\$118.5
Interview													10	\$87.5
Movieline													6	\$36.5
Paper													11	\$80.1

Blue  
Green

2072201788

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Parliament Lights  
1996 Print Media Plan  
Option 1

10-12-95

Publication	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	# Ins.	Total Cost \$(000)
	1 9 16 23	30 6 13 20	27 6 13 20	27 3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23	30 6 13 20	27 4 11 18 25		
<b>Entertainment</b>														
People									DBL				13	\$386.6
Us													9	\$139.3
<b>Regional</b>														
Great Woods Program Guide													1	\$9.9
NY Magazine													12	\$428.5
Manhattan File													6	\$35.2
Playbill													4	\$154.3
Stagebill													2	\$45.7
Encore													1	\$2.9
<b>SUB-TOTAL</b>													167	\$5,674.0
<b>Newspaper</b>														
Boston Phoenix													15	\$166.0
Village Voice													8	\$69.2
Improper Bostonian													9	\$35.7
Miami New Times													10	\$30.7
Philadelphia City Paper													8	\$20.7
Philadelphia Weekly													10	\$21.3
<b>SUB-TOTAL</b>													60	\$343.6
<b>Party Zone</b>														
Dan's Papers													8	\$48.3
Hampton's													8	\$68.3
Hampton's Hand													1	\$6.2
Fire Island Tide													8	\$24.6
Atlantic City Mag													1	\$23.8
<b>SUB-TOTAL</b>													29	\$171.2
<b>Miami</b>														
Ocean Drive													3	\$15.6
<b>GRAND TOTAL</b>														\$6,204.4

□ - Blue  
■ - Green

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**PARLIAMENT LIGHTS**  
**1996 SCHEMATIC MEDIA PLANS**  
**OPTION I**

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**BUDGET SUMMARY:**

<u>Vehicle/Market</u>	<u>1Q</u>	<u>2Q</u>	<u>3Q</u>	<u>4Q</u>	<u>Total</u>	<u>%</u>
• Print:	\$1,065.7M	\$1,891.5M	\$1,883.1M	\$1,364.1M	\$6,204.4M	52%
Index vs. YAG	135	137	178	117	141	
• OOH:						
- New York	\$997.9M	\$1,025.0M	\$1,081.7M	--	\$3,104.7M	
- Boston	\$352.7M	\$520.4M	\$385.0M	--	\$1,258.1M	
- Philadelphia	\$275.9M	\$394.2M	\$272.5M	--	\$942.6M	
- Miami	\$181.5M	--	--	--	\$181.5M	
- <u>Providence</u>	<u>\$74.0M</u>	<u>\$90.0M</u>	<u>\$102.0M</u>	<u>--</u>	<u>\$266.0M</u>	
Sub-Total:	\$1,882.0M	\$2,029.6M	\$1,841.2M	--	\$5,752.8M	48%
Index vs. YAG	173	117	125	--	92	
Media Total:	\$2,947.7M	\$3,921.1M	\$3,724.2M	\$1,364.1M	\$11,957.2M	
Opportunistic Media Fund:					\$450.0M	
Media Sub-total:	\$2,947.7M	\$3,921.1M	\$3,724.2M	\$1,364.1M	\$12,857.2M	
Production Total:	TBD	TBD	TBD	TBD	\$3,400.0M	
Grand Total:					\$15,807.2M	

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# SCENARIO II

Parliament Lights  
1996 OOH Media Plan-Tier I  
Option II

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Cost
	1 8 15 22 29	5 12 19 26	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23	\$(000)
<b>Tier I Markets</b>													
<b>New York</b>													
- Permanent Bulletins			20 showing			20 showing				20 showing			2,395.7
- Rotary Bulletins						8 showing							175.0
- All Other			50 Showing	32 Showing		55 Showing				35 Showing			1,512.0
				18 Showing						15 Showing			
- C-Stores													110.0
<b>Total</b>													4,102.7
<b>Boston</b>													
- Permanent Bulletins			12 showing			12 showing				12 showing			873.0
- All Other			52 Showing	32 Showing		5 Showing				5 Showing			178.8
				15 Showing									
- C-Stores													110.0
- Corporate Pool						68 Showing							363.0
<b>Total</b>													1,524.8
<b>Philadelphia</b>													
- Permanent Bulletins			20 Showing							20 showing			620.0
- Rotary Bulletins						5 Showing							75.0
- All Other			46 Showing	30 Showing						33 Showing			666.1
				17 Showing						13 Showing			
<b>Total</b>													1,161.1
<b>Tier II Markets</b>													
<b>Providence</b>													
- Permanent Bulletins			20 showing			20 showing				20 showing			200.0
- All Other			25 showing	14 showing		50 showing				22 showing			140.0
				11 showing						3 showing			
<b>Total</b>													349.0
<b>Tier III Markets</b>													
<b>Miami</b>													
- Permanent Bulletins			20 Showing							20 Showing			192.0
- All Other			25 Showing							25 Showing			171.0
<b>Total</b>													363.0
<b>Tier III Market Total</b>													
<b>Tier I and III Market</b>													7,500.6

- Blue  
 - Menthol  
 ALL OTHER=  
 Metrolights  
 Taxi Tops  
 Bus Shelters  
 30 Sheers

TOTAL: 7,500.6  
 IMPACT CONTINGENCY FUND: 450.0  
 GRAND TOTAL: 7,950.6

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Parliament Lights  
1996 Print Media Plan  
Option II

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Publication	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	# Ins.	Total Cost \$(000)
<b>Women's Fashion</b>														
Allure													7	\$167.3
Cosmopolitan													11	\$320.0
Mademoiselle													11	\$334.1
Vanity Fair													11	\$389.6
Vogue													11	\$374.0
New Woman													9	\$78.1
Glamour													11	\$539.4
<b>Men's Gen. Int.</b>														
Details													11	\$202.5
GQ													10	\$242.7
Penthouse													9	\$125.5
Playboy													9	\$176.3
Out													7	\$31.0
<b>Sports</b>														
Sports Illustrated													13	\$572.0
<b>Music</b>														
Rolling Stone													15	\$329.8
Spin													10	\$54.3
Dual													11	\$39.0
Swing														
Detour													8	\$61.9
Ent. Weekly													12	\$188.5
Premiere													10	\$131.4
Interview													10	\$87.9
Movieline													7	\$44.9
Paper													11	\$80.1

□ - Blue  
■ - Green

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Parliament Lights  
1996 Print Media Plan  
Option II

10-13-95

Publication	Jan		Feb		Mar		Apr		May		Jun		Jul		Aug		Sept		Oct		Nov		Dec		# Ins.	Total Cost \$(000)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
Entertainment																										
People																										
Us																										
Regional																										
Great Woods Program Guide																										
NY Magazine																										
Manhattan File																										
Playbill																										
Stagebill																										
Encore																										
SUB-TOTAL																										
Newspaper																										
Boston Phoenix																										
Village Voice																										
Improper Bostonian																										
Miami New Times																										
Philadelphia City Paper																										
Philadelphia Weekly																										
SUB-TOTAL																										
Party Zone																										
Dan's Papers																										
Hampton's																										
Hamptons Hand																										
Fire Island Tide																										
Atlantic City Mag																										
SUB-TOTAL																										
Miami																										
Ocean Drive																										
GRAND TOTAL																										

- Blue

- Green

□ - Blue  
■ - Green

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**PARLIAMENT LIGHTS  
1996 SCHEMATIC MEDIA PLANS  
OPTION II**

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**BUDGET SUMMARY:**

<b><u>Vehicle/Market</u></b>	<b><u>1Q</u></b>	<b><u>2Q</u></b>	<b><u>3Q</u></b>	<b><u>4Q</u></b>	<b><u>Total</u></b>	<b><u>%</u></b>
• Print:	\$1,065.7M	\$1,891.5M	\$1,883.1M	\$1,572.8M	\$6,413.1M	46%
Index vs. YAG	135	137	178	117	141	
• OOH:						
- New York	\$997.9M	\$1,025.0M	\$1,081.7M	\$998.1M	\$4,102.7M	
- Boston	\$352.7M	\$520.4M	\$385.0M	\$266.7M	\$1,524.8M	
- Philadelphia	\$275.9M	\$394.2M	\$272.5M	\$218.5M	\$1,161.1M	
- Miami	\$181.5M	--	--	\$181.5M	\$363.0M	
- <u>Providence</u>	<u>\$74.0M</u>	<u>\$90.0M</u>	<u>\$102.0M</u>	<u>\$ 83.0M</u>	<u>\$349.0M</u>	
Sub-Total:	\$1,882.0M	\$2,029.6M	\$1,841.2M	\$1,747.8M	\$7,500.6M	54%
Index vs. YAG	173	117	125	89	120	
Media Total:	\$2,947.7M	\$3,921.1M	\$3,724.2M	\$3,320.6M	\$13,913.6M	
Opportunistic Media Fund:					\$450.0M	
Media Sub-total:	\$2,947.7M	\$3,921.1M	\$3,724.2M	\$3,320.6M	\$14,363.6M	
Production Total:	TBD	TBD	TBD	TBD	\$3,400.0M	
Grand Total:					\$17,763.6M	

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# HARTFORD/NEW HAVEN OOH CONTINGENCY PLAN

Parliaments Lights  
1996 Contingency Media Plan

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Cost
	2 9 16 23 30	6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26 3	10 17 24 31	7 14 21 28 4	11 18 25 2	9 16 23 30	6 13 20 27	4 11 18 25	\$(000)
<u>Hartford/New Haven</u>													
- Bulletins		25 Showing		20 Showing		20 Showing			20 Showing				\$73.1
- All Other		50 Showing		3 Showing		50 Showing		22 Showing				22 Showing	\$526.1
				22 Showing				3 Showing				3 Showing	
Total Hartford New Haven													\$1,263.2

☐ = Blue  
☐ = Green

All Other:  
 -Metrolights  
 -Taxi Tops  
 -Bus Shelters  
 -30 Sheets

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PARLIAMENT LIGHTS 1996  
HARTFORD/NEW HAVEN

<u>MARKET</u>	<u>IAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
HARTFORD													
Showing Level	#75	#75	#75	#45	#70	#70	#70	#45	#45	#20	#20	#20	
Bulletins	18	18	18	14	14	14	14	14	14	14	14	14	180
Shelters	0	0	0	0	0	0	0	0	0	0	0	0	0
30-Sheets	104	104	104	52	104	104	104	52	52	0	52	52	884
C-Stores-Posters	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Units	122	122	122	66	118	118	118	66	66	14	66	66	1064
Total Cost	\$ 133.9	\$ 133.9	\$ 133.9	\$ 89.1	\$ 119.4	\$ 119.4	\$ 119.4	\$ 89.1	\$ 89.1	\$ 57.8	\$ 89.1	\$ 89.1	\$ 1,263.2

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# APPENDIX

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**PARLIAMENT LIGHTS**  
**PRINT DELIVERY COMPARISON CHART**

	<u>JAN</u>	<u>FEB</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
<b># OF PUBLICATIONS</b>													
1996	10	22	23	30	27	26	22	37	33	23	20	33	2,302
1995	4	13	16	24	26	28	29	18	18	16	26	20	2,233
<b>INDEX VS. YAG</b>	<b>250</b>	<b>169</b>	<b>144</b>	<b>125</b>	<b>104</b>	<b>93</b>	<b>76</b>	<b>206</b>	<b>183</b>	<b>144</b>	<b>77</b>	<b>165</b>	<b>103</b>

<b># OF INSERTIONS</b>													
1996	10	23	23	31	34	47	44	42	34	23	20	37	2,364
1995	4	13	16	24	27	31	32	21	17	15	32	20	2,247
<b>INDEX VS. YAG</b>	<b>250</b>	<b>177</b>	<b>144</b>	<b>129</b>	<b>126</b>	<b>152</b>	<b>138</b>	<b>200</b>	<b>200</b>	<b>153</b>	<b>63</b>	<b>185</b>	<b>105</b>

<b>R/F'S</b>													
1996	38/1.5	53/2.3	50/2.2	54/2.5	58/2.3	60/2.5	56/2.1	53/2.2	53/2.2	50/2.1	50/2.2	52/2.1	
1995	24/1.1	47/1.6	47/1.9	51/2.2	49/2.3	43/2.0	53/2.3	37/1.9	41/1.5	41/1.9	51/2.2	54/2.2	

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**PARLIAMENT LIGHTS**  
**1995-1996 OOH MEDIA PLAN**  
**# OF UNITS COMPARISON**  
**NEW YORK**

<u>MARKET</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
Showing Level '96	#20	#70	#70	#70	#75	#75	#75	#70	#70	#70	#70	#70	
Showing Level '95	#46	#46	#50	#64	#65	#65	#65	#65	#70	#74	#74	#76	
Bulletins '96	28	28	28	28	28	28	28	28	28	28	28	28	336
Bulletins '95	14	14	24	30	33	33	33	33	33	32	32	34	345
Taxis '96	0	300	300	300	300	300	300	300	300	300	300	300	3300
Taxis '95	300	300	300	300	300	300	300	300	300	300	300	300	3600
Shelters / Metros '96	0	107	107	107	117	117	117	107	107	107	107	107	1207
Shelters / Metros '95	75	75	75	107	107	107	107	107	75	107	107	107	1156
30 Sheets '96	0	133	133	133	0	0	0	133	133	133	133	133	1064
30 Sheets '95	0	0	0	12	12	12	12	12	70	50	50	50	280
C-Stores-Posters '96	0	100	100	100	100	100	100	100	100	100	100	100	1100
C-Stores-Posters '95	0	0	0	0	0	0	0	0	0	100	100	100	300
<b>Total Units '96</b>	28	668	668	668	545	545	545	668	668	668	668	668	12688
<b>Total Units '95</b>	389	389	399	449	452	452	452	452	478	589	589	591	5681
<b>Total Cost</b>	417	1057	1067	1117	997	997	997	1120	1146	1257	1257	1259	18369

2072201801

PARLIAMENT LIGHTS  
1995-1996 OOH MEDIA PLAN  
# OF UNITS COMPARISON  
BOSTON

<u>MARKET</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
Showing Level '96	#64	#64	#64	#59	#85	#85	#85	#17	#17	#12	#17	#17	
Showing Level '95	#8	#14	#11	#15	#58	#60	#60	#60	#11	#11	#11	#82	
Bulletins '96	10	10	10	10	10	10	10	10	10	10	10	10	120
Bulletins '95	1	5	4	9	8	9	9	9	4	4	4	4	70
Taxis '96	200	200	200	200	0	0	0	0	0	0	0	0	800
Taxis '95	0	0	0	0	200	200	200	200	0	0	0	0	800
Shelters / Metros '96	10	10	10	10	10	10	10	10	10	0	10	10	110
Shelters / Metros '95	10	10	10	10	10	10	10	10	10	10	10	10	120
C-Store Posters '96	100	100	100	0	100	100	100	100	100	0	100	100	1000
C-Stores-Posters '95	0	0	0	0	0	0	0	0	0	0	100	100	200
Corp. Pool '96	0	0	0	0	488	488	488	0	0	0	0	0	1464
Corp. Pool '95	0	0	0	0	0	0	0	0	0	0	0	488	488
<b>Total Units '96</b>	320	320	320	220	608	608	608	120	120	10	120	120	3494
<b>Total Units '95</b>	11	15	14	19	218	219	219	219	14	14	114	602	1678
<b>Total Cost</b>	331	335	334	239	826	827	827	339	134	24	234	722	10344

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PARLIAMENT LIGHTS  
1995-1996 OOH MEDIA PLAN  
# OF UNITS COMPARISON  
PHILADELPHIA

<u>MARKET</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
Showing Level '96	#20	#66	#66	#66	#75	#75	#75	#68	#68	#66	#68	#68	
Showing Level '95	#24	#24	#78	#100	#100	#100	#29	#29	#66	#66	#66	#85	
Bulletins '96	12	12	12	12	12	12	12	12	12	12	12	12	144
Bulletins '95	9	9	8	12	12	13	13	13	13	13	13	13	141
Shelters / Metros '96	0	93	93	93	93	93	93	93	93	93	93	93	1023
Shelters / Metros '95	25	25	125	137	137	137	25	25	93	93	93	45	960
30 Sheets '96	0	0	0	0	75	75	75	0	0	0	0	0	225
30 Sheets '95	0	0	0	63	63	63	0	0	0	0	0	75	264
Total Units '96	12	105	105	105	180	180	180	105	105	105	105	105	1392
Total Units '95	34	34	133	212	212	213	38	38	106	106	106	133	1365
Total Cost	46	139	238	317	392	393	218	143	211	211	211	238	2757

2072201803

PARLIAMENT LIGHTS  
1995-1996 OOH MEDIA PLAN  
# OF UNITS COMPARISON  
PROVIDENCE

<u>MARKET</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
Showing Level '96	#20	#45	#45	#45	#70	#70	#70	#45	#45	#45	#45	#45	
Showing Level '95	0	0	0	0	0	0	0	0	0	#75	#75	#75	
Bulletins '96	4	4	4	4	4	4	4	4	4	4	4	4	48
Bulletins '95	0	0	0	0	0	0	0	0	0	5	5	5	15
Shelters / Metros '96	0	0	0	0	20	20	20	0	0	0	0	0	60
Shelters / Metros '95	0	0	0	0	0	0	0	0	0	0	0	0	0
30 Sheets '96	0	18	18	18	18	18	18	18	18	18	18	18	198
30 Sheets '95	0	0	0	0	0	0	0	0	0	35	35	35	105
Total Units '96	4	22	22	22	42	42	42	22	22	22	22	22	306
Total Units '95	0	0	0	0	0	0	0	0	0	40	40	40	120
Total Cost	4	22	22	22	42	42	42	22	22	62	62	62	426

2072201804

**PARLIAMENT LIGHTS**  
**1995-1996 OOH MEDIA PLAN**  
**# OF UNITS COMPARISON**  
**MIAMI**

<u>MARKET</u>	<u>IAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
Showing Level '96	#45	#45	#45	0	0	0	0	0	0	0	#45	#45	
Showing Level '95	#83	#69	#69	#69	#69	0	0	#83	#83	0	#69	#69	
Bulletins '96	10	10	10	0	0	0	0	0	0	0	10	10	50
Bulletins '95	0	12	12	12	12	0	0	0	0	0	12	12	72
30 Sheets '96	80	80	80	0	0	0	0	0	0	0	80	80	400
30 Sheets '95	0	0	0	0	0	0	0	0	0	0	0	0	0
Shelters / Metros '96	0	0	0	0	0	0	0	0	0	0	0	0	0
Shelters / Metros '95	0	75	75	75	75	0	0	0	0	0	75	75	450
Corp. Pool '96	0	0	0	0	0	0	0	0	0	0	0	0	0
Corp. Pool '95	87	0	0	0	0	0	0	87	87	0	0	0	261
<b>Total Units '96</b>	90	90	90	0	0	0	0	0	0	0	90	90	450
<b>Total Units '95</b>	87	87	87	87	87	0	0	87	87	0	87	87	783
<b>Total Cost</b>	177	177	177	87	87	0	0	87	87	0	177	177	1233

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